

## **OUTREACH COORDINATOR**

### **DEFINITION**

Under general direction, plans, organizes, and coordinates the outreach, surveying, marketing, advertising, and promotional activities of a City department.

### **SUPERVISION RECEIVED/EXERCISED**

Receives supervision from a division manager or above. May provide lead direction to support staff.

### **DISTINGUISHING CHARACTERISTICS**

The Outreach Coordinator is a single position class responsible for planning, organizing, and directing the marketing and public relations activities of a city department.

### **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

*(May include, but are not limited to, the following:)*

Plans, organizes and coordinates the outreach, surveying, marketing, advertising and promotional activities of a city department including developing, or assisting in developing and implementing a marketing plan designed to promote the department's image and/or community involvement.

Coordinates outreach/special events including focus groups, workshops, open houses, tours, exhibits and receptions to gather community input and feedback; serves as department liaison to community organizations and other governmental agencies.

Prepares reports, correspondence, surveys, and a variety of written material, and conducts informational presentations and research, including the development, implementation and analysis of needs assessments.

Plans and organizes marketing projects, campaigns and special events to meet the goals and objectives of the department.

Performs promotional activities to expand and enhance existing programs and increase the use of the department's facilities and resources; coordinates the production of department brochures, pamphlets and flyers.

Prepares and distributes press releases, newsletters, and issue-related statements, and functions as the department's primary media contact; monitors the dissemination of information to various venues.

Develops strategies for promoting and soliciting outside funding and sponsorships for promotional materials, programs and events; identifies potential donors for department projects and programs.

Assigns, reviews and coordinates the work of support staff.

Performs related duties as assigned.

## **JOB RELATED AND ESSENTIAL QUALIFICATIONS**

### **Knowledge of:**

Event promotion techniques used to attract the public to the department's activities.

Research, surveying and marketing techniques.

Advanced multi-media, marketing, advertising and public relations principles, methods, and techniques of disseminating information to the public.

Principles and practices of public relations and marketing.

Computer generated applications for graphic design layouts including electronic broadcast, print media and web page.

### **Skill to:**

Operate an office computer and a variety of word processing and software applications.

### **Ability to:**

Research, compile, analyze, and interpret marketing research and draw sound conclusions from technical and other complex data.

Establish and maintain effective working relationships with representatives of community organizations, media, state/local agencies and associations, City management and staff, and the general public.

Prepare clear, concise, and comprehensive reports, records, correspondence, and other written materials and to communicate clear and persuasive oral presentations.

## **MINIMUM QUALIFICATIONS**

### **Experience:**

Three years of responsible marketing/public relations experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

### **Education:**

Graduation from an accredited college or university with a Bachelor's Degree in marketing, business administration, public relations, advertising or related field.

**Special Requirement**

Possession of a valid California Driver's License is required during the entire term of employment as Outreach Coordinator.

APPROVED: \_\_\_\_\_  
Director

DATE: \_\_\_\_\_

APG:NK:RLR:05/04/04